

ABSTRACT OF THE DISCLOSURE

Additional information for copyright protection is added to a video signal (first information signal) and an audio signal (second information signal), which are associated with each other and are independently usable, in a video ^{watermark information} ~~WM~~ superimposition unit and an audio ^{watermark information} ~~WM~~ superimposition unit, respectively. The video signal and the audio signal having the additional information added are then output. In a receiving apparatus for receiving the video signal and the audio signal, copyright protection is performed on at least one of the video signal and the audio signal based on both the additional information added to the video signal and the additional information added to the audio signal.